

HOLYOKE

A City of Diversified Industries

Its Trees
and
Its Canals
and
Sturdy
Buildings



- *Holyoke--An Appreciation*
- *Gas and Electric Department*
- *For Navigation*
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- *Know Holyoke*

MAY
1937
Vol. 4 No. 2



SACRATING FOUNTAIN
WHITING STREET RESERVOIR

City of Holyoke Water Works

The Lowest Rates in the United States

**An Important Factor in Making
Fire Insurance Rates in Holyoke
the Lowest in New England**

Hearty Co-operation With Industry

By NOYES COLLINSON
Executive Director
Community Welfare League

Holyoke-- An Appreciation

It has been aptly said that almost any advertisement for one particular make of a present day automobile might apply to any other automobile in the same class, merely by substituting the maker's name. The characteristics are practically identical; the colors may vary slightly, but the equipment, accessories, "roadability", and so forth, are standard. What, then distinguishes one car from another? Is it not the integrity of the local dealer who represents it, and the service he delivers after the purchase has been made?

The same generalization might readily be made about most American cities. They are, for all practical considerations, identical in their physical characteristics. They have streets, sewage systems, light and power, gas, and water systems; they have public schools (some admittedly better than others); they have police and fire departments, shops, dwellings and manufactures. They have sunshine and rain; they have service and fraternal clubs, churches, social welfare organizations, women's clubs, clinics and hospitals, and, yes, Chambers of Commerce. What, then distinguishes one city from another? What are the true standards of value to look for when appraising a city? Are they not the integrity of the citizens of that community and the service they perform?

To digress for a moment: Holyoke, in addition to possessing more than its fair share of the requisites that go to make up a present-day city, has two physical attributes which, all other characteristics being equal, would and do make it a marked city. Those attributes are its trees and its canals. Those are the two features which first impressed the writer, when, slightly under a year ago he came to Holyoke for the first time in more than 20 years. While there appears to be in some quarters a lamentable disregard for the natural beauties inherent in noble trees, the tendency on the whole is to venerate and appreciate them.

The canals, unique to Holyoke, with their obvious commercial and industrial advantages, merit an appreciation dedicated solely to them. In passing, the newcomer in your midst merely suggests that Holyokers observe the canals and

the vigorous and sturdy buildings rising out of their banks, to recapture the vision of beauty and the symbol of solidity which they conjure in the eyes of the newcomer, as yet too unaccustomed to them to take them for granted as may the native son or the seasoned Holyoker.

Returning to the true standards of value which distinguish one present day city from another, the writer has observed above that they are the integrity of the citizens and the service they perform.

Comparisons, however well intended, are inevitably invidious, if only for the reason that the vantage point from which comparisons are made is itself variable and hence apt to distort true and consistent perspectives. Holyoke shall be appraised by its own standards and potentialities.

For a neutral vantage point we shall select the grassy slopes overlooking Oliver Goldsmith's imaginary "Auburn". In his "The Deserted Village", written for Sir Joshua Reynolds, we see him write: "Ill fares the land to hastening ills a prey, Where wealth accumulates and men decay."

The eye shifts from Goldsmith's manuscript. Hurdling time and space, it looks upon Holyoke, lying off there, under the brows of Mt. Holyoke and Mt. Tom, girdled by the Indian's beloved "long river": "*Where wealth accumulates.*" Look down the years of the present century. Turn to statements of bank deposits, consult the assessors' books, examine the payrolls. Has wealth accumulated? The answer is obviously, patently, "YES!" "*And men decay.*" There is the measure of integrity; there, the measure of service. Has mankind in Holyoke decayed? Does it suffer dry-rot? Is it afflicted with hardening of the arteries of human welfare? Are its eyes myopic to human needs? Is it callous to appeals for succor and sympathy? Turn to the public welfare appropriations, consult the sum total of private welfare expenditures, examine the spirit of response in man-power and funds to any worthy cause. The answer is obviously and patently, "NO!" Humanity has not decayed. Wealth has accumulated but Holyoke will not fall "to hastening ills a prey". Its men and women have retained spiritual vision, Christian charity, and neighborly understanding. Holyoke has preserved the integrity of its citizenry. Holyoke continues to render service. As a consequence, whether one travels to near-by cities or to far-away countries, one is justly proud to say, "I am from Holyoke!"

The Holyoke Public Schools

Are Organized Along the Most Progressive Lines

THEY STAND FOR

Health, Character, Citizenship, Knowledge, Skill, Culture

7200 PUPILS

260 TEACHERS

17 BUILDINGS

HIGH SCHOOL—A three year senior high school with 1800 pupils and 64 teachers. Five courses offered: College Preparatory, Technical Preparatory, Commercial, General, and Household Economics. Excellent record in preparing pupils for College Entrance Examinations. Broad opportunities; enriched curriculum; splendid morale. Buildings and equipment modern and up-to-date. Separate gymnasiums for boys and girls, swimming pool, library, science laboratories, industrial and household arts, music appreciation, art appreciation, etc. One of the outstanding secondary schools in New England.

VOCATIONAL SCHOOL—Industrial school for boys. Aided, supervised and approved by State Department of Education. Six trades taught: Machine Shop, Electrical, Auto Mechanics, Sheet Metal, Printing, and Carpentry. Recognized as one of the leading schools of its kind in Massachusetts. Evening trade extension classes for men.

JUNIOR HIGH SCHOOLS—Five three-year junior high schools, containing all the features recommended for this type of organization. Conducted in the interests of adolescent pupils, and dedicated to the ideal of discovering individual aptitudes and abilities. Modern equipment, well planned courses, departmental teaching, expert supervision, and many interesting activities. Middle unit in 6-3-3 plan of organization.

ELEMENTARY SCHOOLS—Six years of fundamental work well planned, well supervised, well taught. Special attention to basal subjects, health, housing, safety, recreation, and classification of pupils.

ALSO—Seven kindergartens; special eye-sight saving class; special classes for mentally defective pupils; visiting teachers for children unable to go to school; a good department of health and physical education; instrumental music in senior and junior high schools; large evening schools; a comprehensive program of adult education; all the worthwhile features of modern education.

The Holyoke Public Schools Are a Guarantee of Good Training

History of the Holyoke Gas and Electric Department

By FRANCIS H. KING
Assistant Superintendent
and Electrical Engineer

As many already know, we have in Holyoke not only the largest *combined* gas and electric plant in the country but one of the finest. That this latter statement is an acknowledged fact and not "just local pride" is readily proven by the many surveys which have been conducted by private as well as public sources and which commend the people of Holyoke not only on their record of low rates and quality of service but on their manager and organization as well.

Toward the close of the nineteenth century various scientific developments were building up a demand and market for electrical energy. These included the use of electric motors, the discovery of the incandescent lamp by Edison in 1879 and his first central station in 1882 in New York. About this time arc lights began to replace gas lamps for street lighting and as the industrial output was small at first the cities and towns became the largest customers of lighting companies because of their street lighting. Rate disagreements resulted in a move toward municipalities acquiring lighting plants.

Acquisition of Holyoke Plant

In 1890 the City of Holyoke decided to light its streets by electricity and on July 19 of that year entered into a contract with the Holyoke Water Power Co. to supply electricity.

At this time there were about 294 street lights—235 electric lights and 29 gas lamps.

This contract was worded so that when it came up for renewal in 1895 the Holyoke Water Power Co. could practically fix its own price, so the city had to accede to the power company's demands but decided that (to quote a daily paper of July 17, 1895) "... the only thing to be done is to take the three year contract, . . . and let the city prepare for the construction of its own plant." Thus the idea of the municipal ownership of the lighting plant was started in Holyoke.

According to the Acts and Resolves of Massachusetts for 1891, Chapter 370, any city or town may construct or purchase a lighting plant for its municipal use or for use of its inhabitants—but not until such vote shall have passed its city council by a two-thirds vote and received the approval of the mayor in two consecutive years and then ratified by a majority of the voters.

Upon voting to operate its own plants the law compelled the city to purchase both the Holyoke Water Power Company's gas and electric plants, if the company so desired.

The first official step towards establishing a municipal plant here was taken on Dec. 15, 1896, when an order was passed by the City Council and signed by the mayor, James J. Curran.

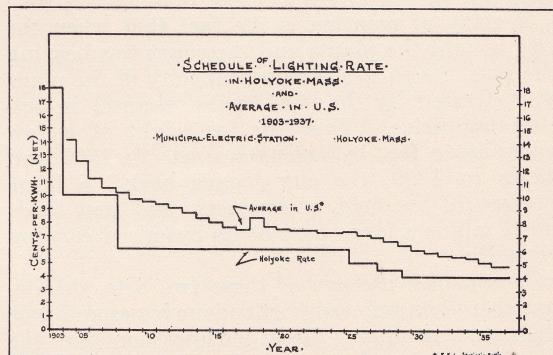
On Jan. 5, 1897, the order was again passed (this time by the Board of Aldermen—replacing the council by the revised city charter) and signed by Mayor George H. Smith and was now ready for the voters, who ratified it on election day, Dec. 14.

On Jan. 8, 1898, the Holyoke Water Power Company offered to sell their plants (both gas and electric) for \$1,000,000. The city assessors, on the other hand, had estimated the worth of the two plants as \$477,000.

Since no agreement was probable on this basis, the Holyoke Water Power Co. on March 5, 1898, appealed to the Supreme Judicial Court to hear the case. However, in 1899 Mayor Arthur B. Chapin recommended that the plan be referred to the voters again. Subsequently the Board of Aldermen adopted an order which deferred the taking of the plants for a period of five years. In January, 1900, the Board of Aldermen petitioned the Legislature to resubmit the lighting question to the voters.

The Legislature then decided to resubmit the question to the people and the date for the special election was set for July 17, 1900, when the voters again expressed their desire for municipal lighting.

The advocates of the bill formed the Municipal Lighting League: M. J. Doyle, President;



This chart shows the Holyoke rate for residential use as contrasted to the average for the same in the entire country, showing that Holyoke consumers have been saved hundreds of thousands of dollars in lighting bills since the city acquired the plant. (The maximum rate of the residential schedule is shown so that the average local rate would in reality be lower than shown.)

Hugh McLean, Secretary; P. F. Donahue, Treasurer. This League published pamphlets, cards, etc., and its speakers included Hugh McLean, J. J. Kirkpatrick and Atty. C. T. Callahan. It pointed out that while the Holyoke Water Power Company was asking \$1,000,000 for its gas and electric plants, in its reports to the State Gas and Electric Commission, the plants were listed as \$241,197—a sworn estimate of the value of the plants for the assessors.

Again the matter was referred to the Supreme Court and, after a total of 109 hearings in Boston and Springfield, the case was closed on March 8, 1902.

The formal award was given down Nov. 18, 1902, the court set Dec. 15, 1902, as the date the city was to acquire the plants. They placed a value on the plants of: Electric Station, \$329,870; Gas Works, \$376,673, which, with a cost of \$103,004.40 for litigation, brought the total cost to \$809,547.40.

An order was then passed for a bond issue of \$720,000 payable in 30 years at 3½ per cent.

The city retained practically the same personnel as the Holyoke Water Power Company had to run the plants, W. H. Snow, the gas works superintendent, being made the manager of the municipal plant and assisted in the electrical department by A. W. Darby.

In 1912, the then mayor, John J. White, acted as manager and in 1913 the plant was placed in the capable hands of its present manager, John J. Kirkpatrick, who was also one of the leading pioneer advocates of municipal lighting.

On Dec. 1, 1932, the final payment of the original bond issue was made, giving the city a gas and electric plant worth at the time over four million (\$4,323,590), paying for itself out of earnings without direct cost to the city and, at the same time, selling light and power to its customers at the lowest rates in this part of the country.

Worthy of mention is the fact that when the city bought the plants and the court was hearing the case, the *future* earning capacity of the plant was stressed by the petitioners' counsel in setting the price. This was lost sight of a few years later for, by legislative acts in 1903 and again in 1909, the city "gave back" a large portion of its field of business, and now finds itself minus a large part of its promised earning capacity.

Due to the passage of these two acts, the department has suffered tremendous losses and now discovers itself in direct competition for the power business for which it at one time paid heavily.

The Plant Today

The growth of the department has been phenomenal and is best shown by a table of comparative data:

	1903	1936
Electricity sent out (Kwh).....	1,286,890	32,624,040
Maximum load in KW.....	372	10,000
Electric customers	273	17,300
Overhead wire—miles	72	539
Underground wire—miles	0	83
Poles	1,137	4,989
Capacity of station—KW.....	372	19,306
Street lights (are in 1903).....	263	1,757
Gas sent out—cu. ft.....	99,634,400	305,251,743
Gas mains in miles.....	32	75
Gas meters set	8,937	15,513
Bonds outstanding	\$720,000	\$649,000
Cost of plants	\$815,458	\$5,669,970

The generating facilities of the electric station have been improved and increased from time to time, until at present the station is considered one of the most up to date of its type in this section. By the recent purchase of the abandoned Holyoke and Dickinson divisions of the American Writing Paper Co., approximately 1,300 HP of hydro capacity has been added, bringing the generating capacities to about 2,791 HP of hydro and 24,473 HP of steam—a good balance for economy of production.

The gas works, although receiving severe damage in both the 1927 and 1936 floods, has continued to give its customers low rates and uninterrupted service, even during the floods. This has been due to the high pressure line connection which the gas plant has with the Springfield Gas Co. and has proven the wisdom of establishing this line.

The department also owns the Hadley plant,

Please Turn to Page 13

Come to Holyoke --- *The City of Opportunity!*

McAuslan
& Wakelin
Company

Established in 1885

*Holyoke's Greatest
Department Store*

High, Dwight and Maple Streets

Holyoke Chamber of Commerce

OFFICERS

PRESIDENT.....	JOHN F. ADIE
FIRST VICE-PRESIDENT.....	B. W. CHILDS
SECOND VICE-PRESIDENT.....	MRS. WILLIAM G. DWIGHT
TREASURER.....	HERBERT W. SCOTT
SECRETARY-MANAGER.....	CONRAD HEMOND

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JOHN J. KIRKPATRICK.....	Gas and Electric Department
EDWARD A. McAUSLAN.....	McAuslan & Wakelin Co., Inc.
HUGH McLEAN.....	McLean Bros.
PHILIP O'BRIEN.....	O'Brien & O'Brien, Attorneys
A. J. OSBORNE.....	Osborne Hardware Co.
FRED W. PRENTICE.....	American Thread Co.
S. A. RUSSELL.....	J. Russell & Co.
HERBERT W. SCOTT.....	Automobiles
JOSEPH M. TOWNE.....	National Blank Book Co.
E. C. TUCKER.....	Chmeical Paper Mfg. Co.
JAMES H. WAKELIN.....	Holyoke National Bank
J. B. WEIS.....	Perfect Safety Paper Co.
S. E. WHITING, JR.....	National Blank Book Co.

ADVERTISING RATES

Our advertising rates are calculated to meet actual cost. They are: One page, \$30; one-half page, \$18; one-quarter page, \$10. A discount of 10 per cent will be allowed on all 12-month contracts. Cards (no change of copy) \$1 per issue (12-month contracts only). Advertising copy must be submitted not later than the 12th of the month preceding the date of each issue, which will be on or about the first of each month.

CIRCULATION

A monthly circulation of 3,000 copies will be increased as finances warrant. Our national circulation includes active executives of large industrial firms and organizations having reading rooms, in addition to women's organizations possessing club facilities, Chambers of Commerce and public libraries. The local circulation includes Chamber of Commerce members, the professions, service club members, clergy, school principals, business women and the business men of Holyoke generally.

EDWIN A. SEIBEL, *Business Manager*

GREATER HOLYOKE MAGAZINE

VOL. 4

MAY, 1937

No. 2

COMMUNITY ORGAN

In the interests of the economic, civic and social welfare of the people of Holyoke and vicinity.

Articles for publication in the GREATER HOLYOKE MAGAZINE are solicited and will be used, subject to editorial review and space limitations.

The GREATER HOLYOKE MAGAZINE carries authoritative notices and articles in regard to the activities of the Holyoke Chamber of Commerce. But, in all other respects, the Chamber is not responsible for the articles that may appear nor for the opinions to which expression is given.

Monthly Circulation, 3000 Copies

CONRAD HEMOND, Editor

EDWIN A. SEIBEL, Business Manager

Published for the

HOLYOKE CHAMBER OF COMMERCE

98 Suffolk Street

Holyoke, Massachusetts

EDITORIAL

KNOW HOLYOKE

Every citizen should be a "community salesman," and a thorough knowledge of the community should be a matter of personal pride. Did you ever have that embarrassing experience when you were away on a trip, of meeting a stranger and not being able to answer his questions about Holyoke? It's an odd thing, but in many instances the nearer we live to a thing the less we know about it.

Many cities of today are spending hundreds of dollars advertising their advantages to the world, which is all good and well, but they should not forget the fact that advertising, like charity, should begin at home. Just because a man is living here is no sign that he is sold to the city and if he is not it behooves us to sell him.

Every citizen in Holyoke owns stock in it, every man will receive dividends by its prosperity. A city is much like an industry. Prosperity will come to it much more quickly if every stockholder and employee believes in it, is acquainted with its ideals and ambitions, and what is more, willing to put his shoulder to the wheel to help carry them out.

Fortunately there are always a group of men who are willing to work, but as a rule this is not a very large group. It is natural enough that these men are usually men prominent in the business world for the reason that this very willingness and vision would make them prominent. It is this type of man who is a natural "community salesman."

He not only believes in Holyoke but he spends a lot of time selling it to other people. Of course, he is aware that Holyoke has faults, that certain

things aren't as they should be, but he is smart enough to see that frettings and complainings don't build parks and streets. He is thoroughly aware that good will has an enormous economic value in cities as well as in business, and he sets himself to the job of fostering this good will.

It doesn't take the average stranger long, when he goes to a city, to tell just what its citizens think about it. If he sees that they are not proud of it the chances are that he will go away with the feeling that it hasn't much chance to grow. If, on the other hand, he sees that everyone is enthusiastic and confident of progress, he is very apt to become enthusiastic himself. The fact that this stranger may be the head of a large industry, which is looking for a new location, brings home the fact of the importance of our own attitude.

Whether we have inherited a business from our fathers or joined it for the first time today, we are going to give it our heart and soul, and the same thing should be true with our community. If we discover that our neighbors are not taking an interest in the city, know little about it, we shouldn't hesitate about giving them a little sales talk. In order to really make sales we must, of course, know something about the city ourselves, for no man is going to do much selling unless he has studied his product.

DEPOSITS INCREASE

The mutual savings banks of this city,—the Holyoke Savings Bank, Mechanics Savings Bank, and the Peoples Savings Bank,—held deposits of \$33,025,243.43 as of October 31, 1936, and held deposits of \$33,223,737.45 as of March 31, 1937, showing an increase of \$198,494.02.

SMALL HOMES NEEDED

William H. Scherer, manager of the local branch of the Worthington Pump and Machinery Corporation, is quoted as expressing concern over the problem of housing employees of the company. As a large number of workers prepared to move here, the shortage of moderately priced homes and apartments was emphasized and an acute situation is feared by some real estate men.

SMALLEST WELFARE ROLLS

City relief rolls are at the lowest point since the depression, it has been revealed by officials of the Welfare Department. Families now receiving aid number 367 which compares with 443 registered a year ago, and 1,610 at the depth of the depression in 1933.

WELCOME, WORTHINGTON

The Holyoke Chamber of Commerce speaks for the entire community when it expresses a hearty "welcome back home" to the Worthington Pump and Machinery Corporation. The reopening of the Holyoke division marks the most important single step taken since the depression to revive industry and business in this area. Employment will be furnished to between 400 and 500 men and women with prospects of further increases. The work of preparing the plant for the production of portable air compressors, air tools, rock drills and air conditioning equipment is progressing rapidly under the direction of the new plant manager, William H. Scherer, formerly of the Westinghouse company. Our old friend, Eugene E. Foote, has returned as purchasing agent. To Harry C. Beaver, president of the Worthington corporation, Holyoke owes a debt of gratitude for his untiring efforts in behalf of this community.

RECORD POWER SALES

Electric power sales of the Holyoke Water Power Co. are at an all time high for the local utility. President Robert E. Barrett, who announced satisfactory operations, said it was an accurate indication of the greatly improved conditions in Holyoke.

for 24 years
we have served
the public of

GREATER HOLYOKE

. . . Modern up-to-minute Store

Catering to the thrifty
Women Shoppers

- COATS
- DRESSES
- MILLINERY
- HOSIERY
- LINGERIE

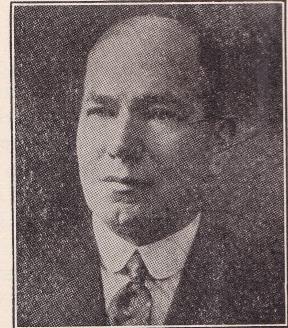
the trend is to

arthur marcil

290 High Street

By JAMES F. O'CONNELL

Forty Year Battle for Navigation



Forty years ago a young man embarking upon what was to be an enviable career of public service stood before the Board of Aldermen of which he was a member and pleaded that a committee be named to study the advisability of a project which would make the Connecticut River between Hartford and Holyoke navigable, for freight service particularly.

The same man bearing lightly the strains of the intervening years stood recently in the same aldermanic chamber before a different membership of the Board of Aldermen and with equal earnestness requested that the city's legislative body appoint a committee which would assist in what is hoped to be the final and victorious drive towards the goal of the 40 year battle.

Divided into the various elements of time, 40 years represents a reasonable period in which to realize an ambition. If the ambition is reasonable, one would easily conclude that at least sufficient time was at the disposal of the instigator of the project to muster his forces and sweep on to victory at least before four decades had passed into the timeless realms of eternity.

Before making a conclusion predicated on the premise of time, it would not be amiss to recall that the Connecticut River navigation project has met with strenuous opposition from powerful financial interests more concerned with the keeping of present transportation and power developments than with sharing the potentialities of the river with manufacturers and business establishment owners who for many years have sought a way to get their merchandise into the open market by a cheaper transportation route.

With this fact in mind, one can evaluate more correctly the indomitable spirit which motivates the public spirited citizen, businessman and Holyoke guardian of the Connecticut River navigation project. The bulging lobbying fund of the interests have not frightened him during this 40 year battle and at times during the long grind he has carried the banner alone when many of his cohorts gave up in despair when faced with the opposition of powerful interests.

Seated a recent afternoon in an overstuffed chair on the main floor of the large furniture store which he successfully conducts along with his many other duties, Hugh McLean recalled with an unmistakable display of enthusiasm the trials and tribulations, the temporary victories which buoyed up the spirit for the moment, only to be crushed by an official decision that further action had been deferred as he retraced his footsteps from the night, 40 years ago, that he first

requested municipal aid by the appointing of a supporting committee.

Utilizing a popular expression, which incidentally was an apropos introduction to the main subject of discussion, Mr. McLean opened the informal chat by saying "Much water has fallen over the dam" since the river project was first undertaken. The steady flow of conversation which followed covered the subject from its "source" to the present "dam" of a United States Army report which requests that further information be secured for presentation to that group of National officials who eventually will give the final and much delayed announcement that funds have been allocated for the project.

Mr. McLean has worked untiringly to realize his life's ambition. More than 100 addresses have been delivered by him before diversified groups whose aid he has solicited in this tremendous task to break down the well organized and equipped forces of the opposition, and today he is as eager to discuss the subject with a gathering as he was at any time.

Trips to the National capital and conferences with Army engineers have been a part of the campaign as have innumerable visits to cities and towns in the Connecticut Valley which are destined to benefit from the commercial navigability of the Connecticut River. Mr. McLean has not been selfish in this undertaking and it is a well known fact that the expenses incurred by him for out-of-the-city travel have been discharged by personal payments. It is regrettable that some common fund does not exist to match the movements of the opposition forces and likewise meet expenses for men of the type of Mr. McLean who has carried the banner not without personal financial obligations.

There has been much ballyhoo about the river project in recent years, some of which has contributed very little to the eventual success of the project. There is, however, a serious warning contained in recent utterances of Mr. McLean about which the community can well interest itself. It has been freely predicted by the spokesman that Holyoke's continued future growth as an industrial community is seriously jeopardized unless some system of transportation for raw and finished products can be secured, permitting manufacturers here to enjoy as low a freight rate as that of tidewater cities.

There can be no denying the fact that the future of this city without the continuing prosperity of her industries would be too depressing

to attempt to picture, particularly at this time when better business conditions are evident in increased payrolls and improved living standards. However, unrefutable facts must be faced—there can be no retreat—and Mr. McLean is facing them with that same indomitable spirit that prompted him to take up the cause 40 years ago.

It seems coincidental that for years the same man should be vitally interested in another large body of water. While he has been fighting for the Connecticut River navigation, he has served for three and 30 years as a member of the Board of Water Commissioners, entrusted with the tremendous responsibility of supervising the extensive water system of the City of Holyoke.

He has found time for other extra duties during these years. For three years he served the Chamber of Commerce as its president and since its institution has been an active member, ever ready to participate in a project which would make the city a better place in which to live.

Space does not permit to recall, even briefly, his many contributions to the city betterment movements, neither his activities in the political field. It will suffice to say that he has engaged in a variety of activities, has served with distinction, and has emerged from political battles carrying no lasting ill-will towards his opponents.

Perhaps some day some suitable recognition will be made of his public service—the McLean

reservoir is one already made—in which posterity will have a concrete example of the unfaltering service of the man who for 40 years has carried the flag in the battle for Connecticut River navigation.

SELL EFFECTS—NOT THINGS

Don't sell clothes—sell personal appearance and attractiveness.

Don't sell shoes—sell foot comfort and the pleasure of walking in the open air.

Don't sell candy—sell happiness and the pleasure of taste.

Don't sell furniture—sell a home that has both comfort and refinement.

Don't sell books—sell the joys and profits of knowledge.

Don't sell advertising—sell a short cut to more sales and more profits.

Don't sell toys—sell gifts to make the kiddies gay.

Don't sell things—sell ideals, feelings, self-respect, home life, and happiness.

Don't sell for the sake of increased sales, but to be of real service and help to the customer.

Yoerg's Garage

WILLIAM P. YOERG, Prop.

"Official Hotel Holyoke Garage"

"The Largest and Most Completely Equipped Garage in Holyoke"

Serving the Motoring Public with the Better Type of Service

UNITED STATES TIRES
TUBES BATTERIES

158 CHESTNUT ST., HOLYOKE, MASS.

Dial 6423

Holyoke

has one of the outstanding Cleansing and Dyeing Plants in the United States

Satisfied customers from every section of the country daily mail hundreds of parcel post and express packages to us.

HEGY'S

INCORPORATED

MASTER DYERS
and CLEANSERS
for more than 50 years

Our cold storage vault has a capacity of 10,000 fur coats

Works and Main Office:
920 MAIN STREET

Brief Facts About Holyoke

Population, May 1, 1935, U. S. Census	56,139	Parochial and Private School Enroll't	4,135
Founded	1850	Area of Citysq. mi.	22.79
Incorporated a City.....	1873	Greatest Extent East and West...mi.	5.12
Immediate Trading Population.....	300,000	Greatest Extent North and South..mi.	9.25
Water Rate per thousand Gallons....	\$0.05	Area of School Property.....sq. ft.	1,032,226
Banks	6	Area of City Parks.....acres	249.80
Bank Resources	\$60,000,000	Area Mun. Lighting Property...sq ft.	761,460
Telephones	12,044	Total Miles, Streets and Roads...mi.	97.98
Altitude (average)feet	246	Total Miles, Streets.....mi.	73.45
Average Relative Humidity	74.08	Country Roads	24.53
Temperature (mean—July)	72	State Highway	11.92
Temperature (mean—December) ...	33	Streets Accepted	69.48
Theatres	8	Streets Unaccepted	3.97
Post Office Receipts (1936).....	\$333,971.53	Sidewalks and Crossings	116.61
Home Owners	5195	Gas Mains	75.30
Electric Rate (Domestic Lighting)—		Water Mains, 4-in. diam. and up..mi.	123.95
1st 50 Kw.—per Kw.	\$0.045	Sewers	73.67
Next 50 Kw.—per Kw.	\$0.04	Connecticut River Frontage	11.56
Next 100 Kw.—per Kw.	\$0.035	Steam Railroad Locations	16.00
All over 200 Kw.—per Kw.	\$0.03	Electric Railroad Locations	24.40
Gas Rate (Domestic)—		Railroad Stations	5
1st 2500 cu. ft.—per 1000 cu. ft.	\$1.30	Churches	23
Next 2500 cu. ft.—per 1000 cu. ft.	\$1.05	School Houses	36
All over 5000 cu. ft.—per 1000 cu. ft.	\$0.60	Commercial Schools	1
Volumes in Public Library	78,124	No. Tenements (Including Residences)	15,670
Cooperative Banks	2	Police Station	1
Automobile Registrations	10,491	Swimming Pools	5
Number of Families	14,912	Fire Engine Houses	5
Street Lights	1,707	Fire Alarm Boxes	193
Number of Voters	28,064	Hook and Ladder Trucks.....	3
Number of Polls	17,446	Fire Hydrants, Public	879
Public School Enrollment, Day.....	6,847	Post Office and Sub-stations.....	9
Public School Enrollment, Night....	1,765	Area Assessed	9,432
		Valuation, Personal (1936)	\$10,861,980
		Valuation, Real Estate (1936)	\$72,665,200
		Tax Rate per \$1,000 (1936)	\$27.50

HOUSING SHORTAGE?

We are told that Holyoke is facing the possibility of a housing shortage, particularly of the so-called "middle-class". In an attempt to ascertain the availability of homes and apartments the Holyoke Chamber of Commerce invites all property owners and real estate agents to record with it their vacant property either for sale or rent.

FOR RENT—FOR SALE—WANTED

Any property owner who has holdings for rent or for sale for either mercantile or industrial purposes, will find it to his advantage to register this property with the Chamber of Commerce. Sites for factories should also be registered. Further, all "wants" in this line will be received at the Chamber. The services of the Chamber are free of charge, and agents will be protected.

CALENDAR OF EVENTS

For many years the Holyoke Chamber of Commerce has maintained a "calendar of events" for the benefit of the many organizations in the city. The purpose of this service is to prevent as far as possible the scheduling of major events for the same time. However, the "calendar" fails of its purpose unless all associations give it their cooperation. Therefore, consult this record of "coming events" before arranging a date for yours. The more who do this, the better the "record" will be, and the greater its benefit to all. It's as easy as a telephone call.

UNEMPLOYMENT DROPS

The municipal employment office reports an unemployment drop from 7,000 to 1,500 in a year, with a further gain in employment forecasted. This unemployment figure of 1,500 is the lowest reported since 1925.

Artistic Window Displays

The merchant's windows these days form the down-town streets of this city into a veritable exhibit of useful crafts and decorative arts.

These show-windows are a never-ending source of interest.

They are a day-to-day display of human progress. There is hardly a material device or new way of doing things brought out in any department of life that does not at once find exhibition in the merchants' show window.

Thousands of persons, old and young, see these displays—far more and of more different classes than attend any museum or exposition.

Their arrangements in form and color, together with their lighting indicate high artistic skill and judgment, and window display has become one of the fine arts of modern times.

If the facts were only known, these window displays are a very large factor in a better way of life and living in every community.

They are a device of true reform, more so than many of those intended only for reform.

In dissatisfaction there is progress.

Many of us go past these windows and we become dissatisfied with our clothing, the furniture that we have at home, or the general lack of those things which are upon display.

In this dissatisfaction there is often the first elements of possession.

We put forth more effort, it brings out the latent powers within us, our ambition is fired to do more, earn more in order to have more of the good things of life displayed in these show windows.

Standards of living are raised by these wonderful and beautiful things, and a higher standard of living is true progress and prosperity.

Environment is as large a factor as education, in making us a better, more efficient people.

Environment is in itself education, for as we gradually surround ourselves with the more efficient and beautiful things of life, and which we may have purchased through the suggestion of these window displays, we are unconsciously made better and more efficient by our association with them.

The merchant who by his window display, or otherwise induces people to eat better food, wear better clothing, have better furniture in their homes, is unconsciously making better people and is working with the school, the church, the library for a better community.

Show window displays are direct evidence, beyond the question of doubt, that the world is getting better.

New Things

WE believe it to be our duty to "sense" the trend towards new things. To be the first in our city to present a new idea—a new color—a new design—is an important part of the service we render our customers. Our staff of buyers follow the styles to their minutest detail—always presenting to you that which is worthwhile—first.

A. Steiger & Co.

Holyoke, Massachusetts

Herbert W. Scott

Chevrolet - Oldsmobile
Sales and Service

Holyoke's Best-Equipped Service Center

Sun Motor Tester—for tuning engines

Van Norman Borer—for rebuilding engines

Sioux Valve Grinding--refacing equipment

Beane Wheel Aligner—to correct steering

Kerrick Kleaner—removes grime and tar

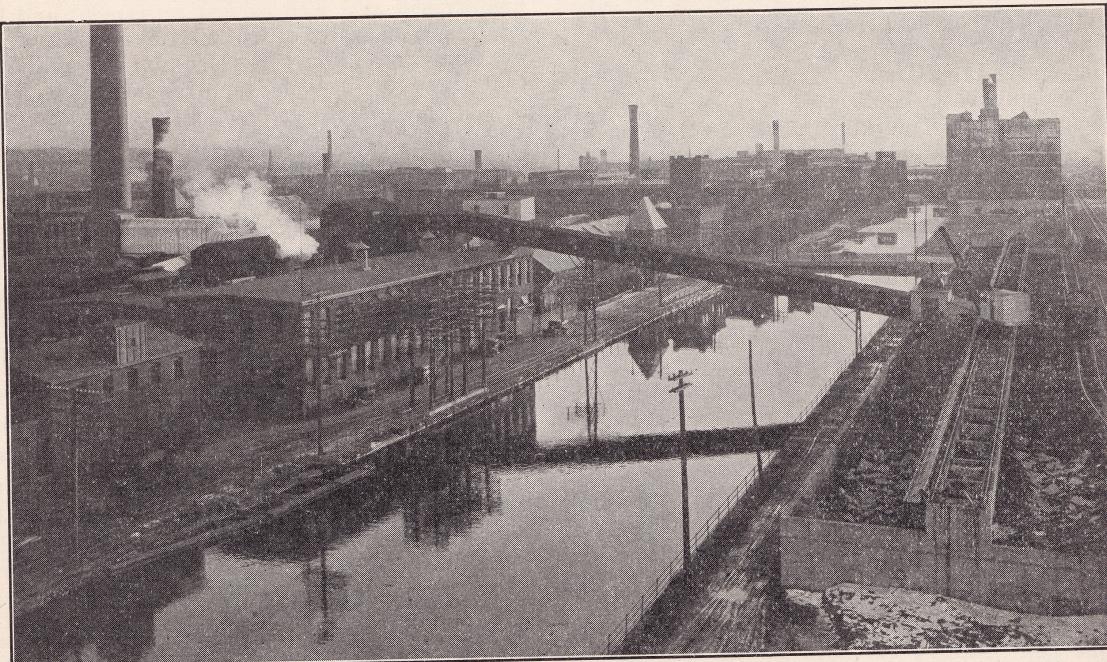
Liquid Glaze—polish guaranteed 6 months

Radio Laboratory—auto radio repairs

Body and Fender—repairs and repainting

120-130 SUFFOLK STREET AT ELM

Holyoke Municipal Electric Station



The Electric Station of the Holyoke Municipal Gas and Electric Department on the first level canal off Cabot St. The 10,000-ton coal storage bin is shown on the right with the conveyor housing which connects it with the boiler room in the rear of the station. To the left of the station is the hydro plant containing 1416 HP of generating capacity and on the right of the station is the recently acquired Dickinson Mill in which is being installed a 1000 HP hydro generator.

History of the G. and E. Dep't

Continued from Page 6

which it purchased in 1928 after the mills were closed by the owners, the American Thread Co. This has been used for gas works expansion, pole storage and for rental of floor space. Many new concerns have been brought into the city through the efforts of the department in renting the mills and during the past season it had 21 separate concerns employing altogether more than 650 people.

The year 1936 finds the plant in excellent financial condition, for with bonded indebtedness of only \$649,000, less than any time in its previous existence, it has a surplus of \$1,257,632.70 and a cost value of \$5,669,970.85, all paid out of earnings—an immense but silent tribute to those who could foresee the possibilities of and fought for the cause of municipal ownership in its pioneer days.

It has been said by authorities on municipal government that a municipal electric plant is not merely a self-supporting department of a city or town but is a business calling for responsible leadership. And so since "A man is known

by the company he keeps", so also "A company is known by the men it keeps".

The department is governed by a manager and three commissioners, the latter being appointed by the mayor for six year terms. The present manager, John J. Kirkpatrick, has held the office since 1913 and is considered one of the prime reasons for the department's success.

The department also has always been fortunate in the caliber of men it had for its commissioners—men of high business integrity and excellent character. The present commission is a good example of this:

James L. Tighe, a hydraulic engineer of national prominence.

John Adie, a successful manufacturer and president of the Holyoke Chamber of Commerce.

Dr. Frank J. FitzGibbon, a professional man of wide experience and reputation.

So after 35 years of successful operation, supplying its light and power users with unexcelled service the Holyoke Municipal Gas and Electric Department is today considered one of the finest examples of municipal ownership in the country and is pointed out by many authorities on the subject as an ideal and modern municipal plant.

Congratulations

The initial number of the new series of the Greater Holyoke Magazine was well received.

Among the messages were the following:

Major F. J. Hillman, Executive Vice President, Springfield Chamber of Commerce, says: "To my desk this morning has come the April issue of the Greater Holyoke Magazine and I hasten to congratulate you upon its excellence. More strength to you."

Julius H. Stursberg, President, Livingston Worsted Mills, Inc., says: "We were pleased to receive a copy of the Greater Holyoke Magazine. I think you are doing a fine thing for Holyoke through this publication. Best wishes for success."

John W. Haigis, President, Franklin County Trust Company, Greenfield, says: "Dear Ed. (Edwin A. Seibel)—I was delighted to receive a copy of your magazine and I know you and my good friend, Conrad Hemond, are responsible for its appearance. I have read it carefully and want to commend you both for the very excellent job you are doing, and I am sure that as a result of this effort on your part, the City of Holyoke is sure to receive considerable benefit. Best wishes to you both."

Mrs. Elizabeth Towne of the Elizabeth Towne Co., Inc., publishers of Nautilus Magazine, says: "Congratulations upon your very good looking new HOLYOKE for April 1937. . . . Bless you and the Chamber of Commerce in all your good works."

BIG NEW COMPANY

Holyoke has good reason to rejoice over the outcome of the court seige through which its principal paper company, the American Writing Paper Corporation, has passed. The "Eagle A" is out on its own now, on solid foundation, with intelligent and strong management, and facing an immediate future for the paper manufacturing industry that has not been so bright in many years.

Thomas Harper Blodgett, outstanding American industrialist, is at the helm. No better evidence of the confidence we all have in him can be had than the public reaction towards the selection of Leon M. Yoerg, a Holyoker and a real papermaker, as president, and the retention of the leaders there of the past few years in executive key positions.

Holyoke's pleasure at this turn of events is at the same time its tribute to Sidney L. Willson, retiring president. For, these key executives are all of his "Eagle A" family. Mr. Willson is leaving the active responsibilities of which he has long wanted to divest himself. He came to take over bankrupt A.W.P. in 1922 and planned to stay five years until the reorganization job was finished.

He liked it here, and stayed on. Holyoke liked

him and was glad he chose to continue as a civic and industrial force in the community. He now has arrived at a well earned retirement and his friends in all walks of life in Holyoke, and there are many, wish him years of happiness and hope that they may be privileged to share them with him here.—*Editorial in Holyoke Transcript-Telegram.*

A POINTED HINT

When strangers come here they marvel at things we take for granted. We always listen politely but never tsoop to boasting about our city. Yet in this day of high pressure salesmanship, it would probtably help Holyoke much more if we forgot our New England conservatism and boasted about the merits of living and working in Holyoke. Our western cities have done this for years and found it paid big dividends. Industries located in their cities because they said they were "alive."—*Holyoke Women' Club.*

Favorable Comment

Copies of the Greater Holyoke Magazine were mailed to several large engineering concerns by local readers and the letters of acknowledgment bear ample testimony to the favorable impression created by its contents. The publication has met with universally favorable comment.

Have Your Checks Printed On Safety Paper

We Make Three Grades, All Good:

PADLOCK SAFETY—the best
PHELPS PROTECTIVE—a little cheaper
CASHIERS SAFETY—much cheaper

The PERFECT SAFETY PAPER COMPANY

102-104 Winter Street
HOLYOKE, MASSACHUSETTS

Economy of Advertising

Both from the practical and the theoretical viewpoint advertising has a staunch defender in William Butterworth, former President of the Chamber of Commerce of the United States as well as the head of one of the country's large manufacturing concerns.

"One still hears," he said in a recent address, "the occasional voice of a dissenter charging advertising with wastefulness. That complaint which, by the way, is similar to those one hears directed against every other line of human endeavor, rarely, if ever, comes from those in busi-

ness who understand and work with advertising. The charge of wastefulness is true in regard to only a part—a very small part—of modern advertising.

"A business man who thinks advertising is a magic formula is likely to waste his money. But I am convinced that most of the advertising of today is a sincere, informative service which, upon the whole, has the appreciation and confidence of the buying public.

It is mass selling in tune with the mass production of today."

Less Vacancies

The City of Holyoke Water Department survey shows that there are 231 more apartments occupied this year than last. There has also been a total loss of 36 apartments due to the razing of buildings. This indicates that there are 267 less vacancies here this year than last.

ONE QUALIFICATION

Paul—They're looking for a balloon dancer for the new Broadway show.

Amos—Then maybe you can hire my wife.

Paul—Oh, is she a dancer?

Amos—No, but she's shaped like a balloon.

—Our Paper

OPPORTUNITY LOST

The sweet young thing had broken her glasses. She took the remains of them back to the optometrist. "I have broken my glasses," she said, "do I have to be examined all over again?"

The young optometrist sighed. "No," he answered, "just your eyes."

In Recognition

of the important part played by the Holyoke Chamber of Commerce in the business life of Holyoke and surrounding territory, this space is taken
by the

**HAMPDEN
BREWING
COMPANY**

WILLIMANSETT, MASS.

McLean Bros., Inc.

Holyoke's Leading
Furniture Store

384 HIGH STREET, Cor. Appleton

Furniture for every room in the home. We cater to and invite office, shop and factory business. Quotations cheerfully furnished for office desks, chairs, filing cabinets, linoleum, rugs, carpets and window shades.

**COMPLETE
OFFICE EQUIPMENT
IN STOCK**

Telephone 7349 for Estimates

MUTUAL SAVINGS BANKS OF HOLYOKE

Held Deposits of \$33,223,737.45

On March 31, 1937

*Ample Funds for All Sound
and Legitimate Purposes*

*Their Long Record of Safe Operation
Make These Banks the Proper Place
for Savings*

HOLYOKE SAVINGS BANK MECHANICS SAVINGS BANK PEOPLE'S SAVINGS BANK

